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- A carton storage medium comprising:
 a plurality of cartons in collapsed condition disposed in an imbricated configuration.
- 2. The invention of claim 1, wherein said plurality of cartons in collapsed condition are disposed in an imbricated coil.
 - 3. The invention of claim 1, further comprising means for stabilizing said imbricated configuration.
- The invention of claim 3, wherein said means for stabilizing said imbricated configuration comprises said plurality of cartons in collapsed condition disposed over a substantially flat elongated member.
- 5. The invention of claim 4, wherein said substantially flat elongated member is selected from the group consisting of a tape, band or belt.
 - 6. A method for storing cartons, the method comprising: disposing a plurality of cartons of collapsed condition in a continuous imbricated configuration.
 - 7. The method of claim 6, wherein said plurality of cartons of collapsed condition are disposed in a continuous imbricated coil.
- 8. The method of claim 6, wherein said plurality of cartons of a collapsed condition are disposed along a length of a substantially flat elongated member.
 - 9. The method of claim 8, wherein said substantially flat elongated member is selected from the group consisting of a tape, band or belt.
 - 10. A method for feeding cartons into a cartoning machine, the method comprising the steps of:

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providing a stream of imbricated collapsed cartons;

removing individual cartons from the stream; and

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erecting the cartons that have been removed from the stream.

11. The method of claim 10, including the step of counteracting a curl that may have been imparted to the imbricated collapsed cartons.

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12. The method of claim 11, wherein the step of counteracting a curl comprises passing the cartons through a series of at least one roller mechanism that imparts a reverse curl to the cartons.

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13. The method of claim 11, wherein the step of counteracting a curl comprises drawing the cartons across a curved surface having a variable radius so as to impart a reverse curl to the cartons.

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14. The method of claim 11, wherein the step of counteracting a curl comprises passing the cartons through a framework having a corkscrew-like configuration so as to impart a reverse curl to the cartons.

15. The method of claim 11, wherein the step of counteracting a curl comprises passing the cartons through a multi-wheeled carton erector so as to impart a reverse curl to the cartons.

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16. The method of claim 15, wherein each wheel revolves in a direction counter to its adjacent wheel.

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17. The method of claim 15, wherein the step of claim 15 is preceded by placing the cartons in upright condition in a gathering compartment.